INDIVIDUAL SOCIAL RESPONSIBILITY (ISR) INDICATOR IN EDUCATION

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AUTHOR'S CONTRIBUTION

The sole author designed, analysed, interpreted and prepared the manuscript.

Opinion Article

ABSTRACT

Education is one of the most important tools in the hand of humans to educate its population and to use its intellect for humanity. Education as a tool used by authorities is to educate the population for the purpose of establishing peace and harmony in society and thereby bring development, and activate human resource for the same. In any educational system, educational authorities determine the purpose   and objectives of education. Educational objectives are dynamic in nature, and are determined as per the demand of society. If we look at the 21st century needs, life skill is   one of the important aspects in bringing   all-round development of a child.

This paper therefore, focuses on the effect of social media platform on individuals and how life skills in education can be implemented to enhance self-responsibility and accountability in society. A systematic practice and monitoring model termed as Individual Social Responsibility (ISR) is articulated, which may be incorporated with basic education at an early stage of a child, and maintained the same throughout the life of an individual.

Social unrest emerges, due to certain influences in social media platform is an evolving issue around the glove and possible preventive measures through the right education are focused upon.

Keywords: Social unrest; compatibility; responsibility; accountability; social responsibility.

HIGHLIGHTS

- Social responsibility is one of the important entities in life skills.
- From very early childhood, social responsibility needs to be inculcated in an individual.
- Individual Social Responsibility (ISR) is a modal put forward here that may be used for inculcating, monitoring and determining the social responsibility along with basic education.
- For an individual, ISR score can be maintained throughout the life time.
- Based on ISR score of an individual, suitability of his engagement can be determined.

1. INTRODUCTION

Francis Bacon, a celebrated British Thinker says, "Knowledge is power". We all recognize this saying, but few understand the empowering role that social media   play. Through social media, anyone is empowered by an unlimited flow of information   to their knowledge bank. In today's world, it is a fact that social media play an important role in influencing our culture, our economy, and our world view. Social

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media are new forum that lead people to exchange ideas, connect, and help us to mobilize for a cause, seek advice and offer guidance. Social media have removed communication barriers and created a decentralized communication channel and open the door for everyone to have a voice and participate in a democratic way, including people in repressive countries [1,2].

Notwithstanding the positive benefit, and rapid information exchange, social media enable people to create false identities and shallow connections, cause depression, and are a primary recruiting tool for criminals and terrorists. [3] It has brought many benefits, allowing us to easily connect with friends and family around the world, allowing us to break international, and cultural barriers, however, social media come at a price tag.[4,5] Social media have a negative impact on our lives because the combination of isolation and global reach have eroded our culture. Ironically, social media provoke antisocial elements in our generations [6,7]. Therefore, we need to raise issues about the integrity and efficacy of the role of social media in our society. Social unrest is one of the evolving components with the emergence of social media platform.

If we look in the corporate sectors, we are aware of Corporate Social Responsibility (CSR) as defined by *Lord Holme* and *Richard Watts* in the publication of the World Business Council for Sustainable Development, "Making Good Business Sense" as "the continued commitment of companies to behave ethically and contribute to economic development while improving the quality of life for the workforce and their families, as well as the local community and society in general." [8] Thus CSR is one of the latest management strategies in which companies try to create a positive impact on society while doing business and also determine social responsibility of the corporate [9].

Likewise, a bank determines individual or companies credibility (credit status by loan and credit) through a system called Credit Information system. For which a score is assigned to every beneficiary to determine its credibility. [10] That score determines all future credit benefit of a beneficiary [11].

Both the examples reflect a systematic way to determine individual's accountability towards its association. At present there is no such mechanism to determine individual accountability towards society to use the social media platform judiciously and discretely. There is a need to have a critical view of the usage of social media in our society. In this paper, an analysis is made to see the possibility of determining the individual's responsibility and accountability towards society and the manner in which it can be maintained and implemented to address social unrest.

2. OPERATIONAL DEFINITION

Social Responsibility: Social responsibility is an ethical framework and obligation towards an act for the benefit of self and society at large. It is the desired action of an individual for humanity towards the fellow mates, elders, society, nature, and universe where they live in.

Individual Social Responsibility (ISR): Individual Social responsibility is a duty that each individual must fulfill and maintain accountability towards the ecosystem. It is the desired list of acts of an individual towards the fellow mates, elders, society, and nature, indicating his/her attitude and values that determines individual's accountability.

Individual Social Responsibility (ISR) Score Card: A card that reflects a list of acts involved by an individual along with the attainment of performance level of the individual in the form of score or grade. This is to maintain the basic education of the child/individual reflecting his/her status of social responsibility and accountability by a score or grade on predetermined criteria.

Netter: A person or individual who posts images, audio, or video on the social media platforms. For image posting, *image-netter*; for audio posting, *audio-netter*, and for video posting, *video-netter* can be used.

3. OBJECTIVES

The objectives of the study are as follows:

i. To make a detailed study of the existing literature in the area of social responsibility.
ii. To analyze the importance of individual social responsibility in a society.
iii. To forward a model on individual social responsibility that can be incorporated with basic education system.
iv. The implication of the model.

4. SCOPE OF THE STUDY

This study attempts to fulfill the following scopes:

i. Educational administrators can determine criteria on individual social responsibility to

incorporate it along with basic education in the schools, colleges, and universities.

ii. Individual social responsibility score can be maintained for an individual and can be used for different engagement purposes of the individual in society.

5. METHOD OF THE STUDY

Document analysis under the Qualitative research method has been deployed for this study.

6. THE RATIONALE FOR INDIVIDUAL SOCIAL RESPONSIBILITY

One of the important purposes of education is for the all-round development of an individual [12]. It is expected that along with Scholastic areas (basic school subjects like Science, Mathematics, Social Science, Language, etc) one will also acquire co-scholastic areas (like Attitude, Value, Life skill, Social skill, etc) too[13,14]. At present education system, most of the weightage is given in the Scholastic areas and the Co-scholastic has been sidelined, in spite of different recommendations by the authorities from time to time [15,16,17].

It is evident that at the end of completing the education, a student has to live co-scholastic areas that determine the quality of education that a student has undergone. [16,17] Every individual in the society must possess social accountability and responsibility which is the ultimate aim of any education system.

With the popularity of Social media around the globe, posting sensitive content by Netter (*nephew's word:* a person who posts images, audio, or video in social media), Hippocratic statements in the media or in the public domain are too common which question the credibility at large. [18,19,20,21] As Social media platforms have very limited control over the Netter, freedom of expression many a time goes against the social ethics. If we are not prudent, this may have a negative effect on targeted population, jeopardizing law and order situation in a society. [22,23] In the name of freedom of expression, free speech, trolls, anonymity, and fake news have become a norm on social media. At present, many experts fear uncivil and manipulative behaviors on the internet, nay it may get worse [24].

Social unrest is one of the evolving components along with the advancement of social media platform. [14] Social media have been a useful tool in the hands of individual to disseminate information and every individual must have the democratic right to share,

but the information receiver must be educated enough to react responsibly.

There is clarion call to device a mechanism and determine every individual's accountability and at the same time giving basic education in school, colleges, and universities. The same should be maintained throughout the professional life of an individual. A model containing two parts "Triple Bottom line" and "Individual Social Responsibility (ISR) indicators" has been forwarded which will form together a mechanism to determine an individual's accountability and responsibility towards the society. The issue of social responsibility needs to be included in the basic education of a child to practice it and maintain the same at different level of educational system.

7. ISR MODEL

This model has two parts, "Triple Bottom line" and "Individual Social Responsibility (ISR) indicators" discussed below:

Triple Bottom Line: Individual social responsibility is at the "triple bottom line" [25,26], that is compatibility, responsibility, and accountability which is required for radical change throughout the society. It is not "either/or." The new paradigm is, "and also." At present, social responsibility excels on the traditional scorecard of holding a white-colored job or inherited position in the society and/or financial assets holding by the individual which embraces skilled and compatible individuals in the community.
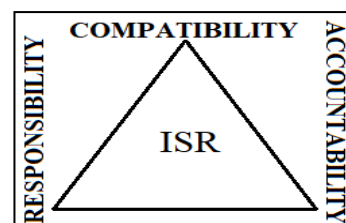

Fig. 1. Triple bottom line

Triple bottom line determines an individual's acquired life skill to hold a position of stakeholders rather than fake impression bestowed upon holding a position just because of high scorecard in education based on root learning or diverse evaluation pattern or inherited position by him/her in the society. It involves deliberation of:

Compatibility: Skilled for the purpose of engagement including life skill, emotional stability,
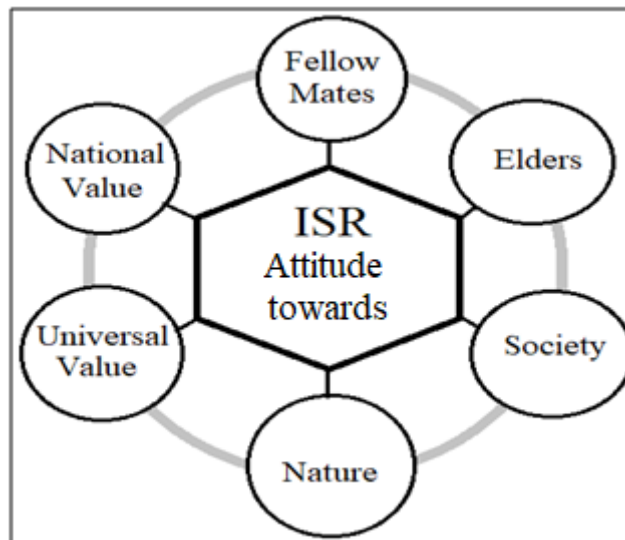
Fig. 2. Individual Social Responsibility (ISR) Indicators

and co-operative with others in the work or leaving environment.

Responsibility: Answerable within one's power, control, or management for which he/she has been engaged with.

Accountability: An obligation or willingness to account for his/her actions towards ecosystem.

Individual Social Responsibility (ISR) Indicators: These are the factors that will establish individual's social responsibility. These factors are to be triangulated with "triple bottom line" they are compatibility, accountability, and responsibility.

i. **Attitude towards the fellow mates:** Desired behavior of the individual towards friends of schools where he/she is studying or friend outside of the school, teachers, school staff, and employees.

ii. **Attitude towards the elders:** Desired behavior of the individual towards his/her parents, elderly persons in the society (from the same community and other community) etc.

iii. **Attitude towards society:** Desired behavior or beliefs espoused by and influenced by governments, cultural orientation, historical background, or other prevailing conditions that do not necessarily have congruence with personal ones.

iv. **Attitude towards nature:** Preservation of natural resources and use of the resources judicially, love and affection towards domestic animals, preservation of wildlife, etc.

v. **Attitude towards the national value:** Desired behavior of the individual towards upholds values throughout the common cultural experience of the nation, respect democracy, stand by national aim and objectives regardless of their religion, culture, race, gender, sexual orientation, and ability.

vi. **Attitude towards the universal value:** Desired behavior of the individual towards motivationally distinct values that people in virtually all cultures implicitly recognize. The ten universal values are power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security.

Based on Individual Social Responsibility (ISR) Indicators, skill development on the mentioned criteria can be practiced, monitored along with basic education and attainment of the criteria can be evaluated (ISR Score).

8. HOW TO RESPOND TO ISR SCORE CARD

Looking to the status of the ISR score, the educational administrator may take initiative like counseling, remedial learning, etc in time so that to maintain and develop Social Responsibility in him/her.

9. WHO WILL BE RESPONSIBLE FOR ISR

The right-thinking educationists/ responsible educational administrators should come together for determining the criteria of ISR for an education

system and should implement with its basic education for practice at the early stage of schooling. This should be monitored, evaluated and maintained throughout the lifetime of the individual. Also, there must be a provision for counseling based on the demand of the situation.

10. VIII. SUMMARY AND CONCLUSION

Individual Social Responsibility is one of the most important needs of the hour. This will address social unrest emerging due to irresponsible act of an individual in our society. It will enhance social accountability, among the individuals if we introduce it in a systematic manner, along with the basic education.

Along with the basic education every individual must acquire love and care towards fellow mates[27], belongingness towards society [28,29,30], conservation of nature [31], understand and respect national importance [32], respect towards universe [33]. Introduction of the Constructivist approach of teaching-learning in education has given a great change in the skill development among children in a short span of duration [34]. The Introduction of ISR in education will promote critical thinking, creativity, mental health, and life skill of an individual with socially competent, accountable and responsible for the cause of our ecosystem [35].

This study stresses the importance of the individual's social responsibility and enhances a person's compatibility, responsibility, and accountability through a systematic introduction in the field of education. Thus paving the way for building a better tomorrow.

DISCLAIMER

This article is purely an opinion of the author. It is neither politically motivated, nor influenced by any person or individual. The author does not have any financial benefit, or intended competition there in.

COMPETING INTERESTS

Author has declared that no competing interests exist.

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